

CHEERFUL TONE AMONG BANKERS

At Home and Foreign Financiers
Take Optimistic View of
Situation.

BUSINESS SLOW GENERALLY

Commercial World Waiting on the
Weather Man to Dispose of Wares
—Comment on the Markets.

Representative bankers report the local financial situation as entirely satisfactory, with money continuing in strong demand, and in better supply. In fact there is a distinct evening up of the situation, so that borrowers with good security find little difficulty in getting good accommodation. The severe winter has acted as a damper on general business, but indications are that the specially severe weather has operated within a comparatively restricted area, so that the country at large has not thus been affected.

MORE CHEERFUL VIEW.

Henry Clevins in his last circular letter says:
It is a source of gratification to once more be able to take a more cheerful view of the broad financial outlook. Fluctuations in prices in securities from day to day may, it is true, still continue erratic; accidents may still happen; but there are distinct indications that the storm is clearing. Indeed, the weight of uncertainty and dread has already measurably lightened and the more general disposition in usually conservative circles now is to appraise the controlling factors of the security market in a calm, a sane, manner.

This does not mean that the fundamental situation itself has suddenly changed. The real change is temperamental, affecting chiefly the popular interpretation of the situation. Threatened legislation, having been the pretext for numerous concerted drives against a highly nervous market, is now being appraised at its real value; and it is found that apprehensions have had slight tangible basis. The real influence behind the recent rapid and serious break in the stock market was the fact that important interests had forced the price level up to a point not justified by dividend returns, either present or in prospect—a fact that was well known to these interests. Amidst artificial enthusiasm they were successful in distributing a large part of their securities among weaker holders, who have since been compelled to take pretty severe losses, which they should charge off to experience account and profit thereby; their enforced liquidation created a situation that at times fell little short of demoralization.

HARDWARE.

The hardware trade reports fair business for this winter. There is an increasing demand for automobile sundries and supplies as the number of these useful machines increases in this city and contiguous territory. Then there is a steady output of stoves, ranges, and heaters, as usual, with a continued demand for buffalo robes, lap robes, horse blankets, saddlery goods, garden implements, hose, water faucets, small machinery, with the call for mining machinery picking up. Cutlery is always a good seller in this country. The general run of trade is highly encouraging.

LUMBER.

The lumber trade is much interested in the annual convention just closed of the western retail dealers at Portland. The difficulty between the mills and the jobbing trade as to acceptance of odd and even lengths in the lumber has been practically adjusted, and a conference committee is drawing up a schedule of prices. The cement trade is all that could be wished for, and a tremendous business is anticipated in this line as spring opens.

DRY GOODS.

The wholesale dry goods trade reports business a little slow during the past

Consumption Panic

The fright is often worse than the disease; don't lose your head, cheerful courage is half the battle. Rest, plain nourishing food, out-door life and

Scott's Emulsion

is the other half. Take the Emulsion regularly; it's the most strengthening and flesh-producing food-medicine in the world.

ALL DRUGGISTS
Send the name of your dealer for our beautiful Savings Book and Child's Sketch Book. Each book contains a Good Luck Penny.
SCOTT & BOWNE, 409 Pearl St., N. Y.

week on account of the severe winter weather. However, spring goods are being received from eastern mills and larger jobbing houses and preparations made for heavy shipments from this city as a distributing center. Jobbers report in general a fair goods movement, with many mills sold up for the season, while, at the same time, there is complaint that present prices yield very little profit. On account of this latter advance, it is predicted on many fabrics. Competition is closer than for four or five years, and some experienced selling agents declare the market shows greater values in cotton goods today than at any time of fairly normal conditions in 25 years. On drills, sheetings and most common fabrics prices of current sales do not show a profit on cost of production.

A large business has been done in fall gingham within the past few weeks. Complaints of non-delivery of gingham of medium price have been general among wholesalers. Fine fancy gingham of zephyr weight are wanted badly by wholesalers for supplementary spring delivery. Napped goods have sold well, and wholesalers are getting a better call for sheer white goods, noticeably, swisses, messalees, mercerized batistes, etc. This available stock of gingham is being practically cleaned up. A large volume of shantings, pongees, tussah silks and printed foulards is now under way for spring delivery. Most of the latest spring costumes on view in Paris embrace both shantings and printed foulards. The hurlap market continues slow.

The retail dry goods trade reports a dull week, owing to the long drawn out winter which shows no indications of cessation. At the same time, the trade reports breaking even, which is all that can be expected considering the climatic situation. People are at present buying only what they need, and waiting for the spring to come. March 1 being only nine days off. However, Oxford shoes are being bought quite largely at the department stores in place of the weather suitable for wearing them. There is also some advance in millinery, with the large shapes still in demand.

BUSINESS NOTES

The present is just midway period between dividends and there is something of a dullness in the local stock list in consequence; the only transactions of note were in the sugars, Utah-Idaho preferred having led. All the factories are now closed down, and work is being rushed on the inventories. Reports are made to stockholders at the annual meetings held in April.

Following are the latest quotations:
Amalgamated Sugar pfd.....\$100.00
Amalgamated Sugar Co., com.....132.00
Con. Wagon & Machine Co.....126.50
Continental National bank.....137.00
Continental Life Insurance.....100.00
Deseret National bank.....200.00
Deseret Savings bank.....75.00
First National bank, Ogden.....225.00
First National bank, Murray.....140.00
First National bank, Logan.....220.00
Home Fire Insurance Co.....210.00
H. J. Grant & Co.....130.00
L. A. Sugar.....15.00
Merchants bank.....110.00
National Bank of the Republic.....175.00
Ogden Savings bank, Ogden.....280.00
Pioneer National bank, Ogden.....235.00
Provo Co. & Savings bank.....175.00
Rocky Mt. Telephone Co.....65.00
Salt Lake Security & Trust Co.....140.00

State Bank of Utah.....237.00
Sugar City Townsite Co.....95.00
Thatcher Bros. Banking Co., Log. 155.00
Utah Bldg. & Loan Co., pfd.....100.00
Utah-Idaho Sugar Co., pfd.....8.92
Utah-Idaho Sugar Co., com.....2.05
Utah County Light & Power Co.....1.00
Utah Nat. bank.....100.00
Utah Imp. Valley Co., pfd.....95.00
Utah Savings & Trust Co.....112.00
Walker Bros. bankers.....250.00
Western Loan & Savings Co.....112.00

Zion's Savings Bank & Trust Co. 650.00
Z. C. M. I.....210.00
Z. C. Home Bldg. & R. E. Co., pfd 1.00
Z. C. Home Bldg. & R. E. Co., com 1.00
BONDS (all accrued interest).
C. R. & P. Co.....98.00
Sumpter Valley railroad.....90.00
Utah Light & Railway Co.....82.00
Utah County Light & Power Co. 100.00
Utah Sugar Co.....103.25

REAL ESTATE and BUILDING

Valley View addition, handled by Ashton, Jenkins & Woolley, has shown some activity this week, one day's sales amounting to \$7,000. This will some day become one of the most desirable residential spots near the city, the building restriction requiring \$25,000 residences or better.

Alterations and additions amounting to \$20,000 will be made at once in the reconstruction of the building near Main and Third South adjoining the old Cliff House on the north.

The Vermont building on South Temple is so near completion that the heavy plate glass windows are now being installed. It is understood that most of this ground space will be occupied by the Manufacturers' association of Utah, and the permanent state exhibit.

Five brick cottages, ranging from four to six rooms each, are being constructed near the corner of Seventh South and Seventh East by the Utah-Idaho Investment company. This company recently purchased a tract of land on State near Fourteenth South that cost upwards of \$24,000.

The absorption occurred this week of the J. P. Paulson company by the Brunswick-Balke-Collerdeal company, which the latter acquires all the Paulson interests in the city, including the factory for the manufacture of pool and billiard equipment, amounting to several hundred thousand dollars. It is understood that the plan of the new corporation to increase the output of the factory, and that several scores of men will be given permanent employment.

This week is witnessing the disappearance of another of the south Main street landmarks, the old Walker residence. The new house is being constructed on the south, just below Fourth South. This frame residence is being torn down to give way to a modern structure to cost about \$200,000, with office buildings above and store rooms below, the structure to be of four stories. J. R. and C. A. Walker own the property and will have the buildings constructed.

The first steel uprights for the New-House \$1,000,000 hotel at the corner of Main and Fourth South were placed in position last week. The steel work, and now the steel work is well under way, helped along materially by the three monster cranes that were recently rigged ready for their hard tuggering job. The plan of the building is to place the steel work in position for the steel gang. The work from now on will be pushed along with all possible speed, but it is many months before the finishing touches to the monster hotel are put on, as it takes much time and a vast amount of work and material to complete a 10-story structure.

The one-story brick building spreading itself out over a great deal of ground on the southeast corner of West Temple and Third South, making half a dozen good ground floor stores, is rapidly being occupied by the natural spread of business beyond the more frequented business streets.

Men are again seen actively engaged in the excavation immediately south of the Newhouse building, the site for J. J. Daly's proposed five-story office building to cost in the neighborhood of \$250,000. The site has been cleared and preparations made for the inauguration of active work on the superstructure, the intention being to rush the building through to completion at the earliest possible date.

The site of the Hotel Utah, near Monument corner, is a busy scene, and a regular forest of big, heavy steel uprights, each puncturing the sky at least 30 feet, are being erected. This valuable piece of ground which, until a few months ago, was occupied by the historic old Deseret News building and tithing offices, is now being cleared of its old growth. The new building, which will reach the ground on Thursday that weighs 5,000 pounds. The work is being vigorously pushed now, that the steel frame is coming in as fast as needed. The indications are that a few months will make a great showing in the way of getting this steel up toward the tenth story.

Soon the old Halls hotel, corner of State and Third South, will be a thing of the past, and in its place will be erected one of the finest department stores in the west. All tenants of the ground floor of the present two-story structure have been notified that on March 1 rental is more desirable than monthly rental, and immediately after that date the old building will be razed, the excavation prepared, and the modern building on its way toward its completion at as early a date as possible. George H. Audubon, who is the matter in charge, says that as soon as the excavation is ready, the plans for the building will be in shape to begin the construction immediately.

In the renovation work which has been in progress for several months on the Alta club house, corner State and South Temple, the old western entrance has been walled up permanently and a new entrance has been made on the north side of the building made the main entrance. The happy thought that suggested this change will be particularly appreciated on hot summer days when the advance of the new entrance will be felt. This north entrance is a much more imposing affair, from without affording an attractive view of the interior of the building, at the same time giving room within for a broad view of South Temple street. It will probably take two or three months to complete the eastern addition and other improvements now in progress. When the finishing touches have finally been put on, the Alta will be one of the handsomest and most elaborate club houses in the intermountain region, if not in the west.

Cold weather and snowstorms combined during the past week to render really affairs in Federal Heights unusually quiet. Work on the interior of the new homes nearing completion there has been continued, but it was impossible to do anything out of doors. Work on the foundation of the new Lockhart house on Perry avenue, just west of the Caltanham house, has been continued temporarily. There has been no let-up in the calls for building sites in the addition and although it has been almost impossible to show property, customers have been especially anxious to look at the choice locations there. The recent purchase of two building lots by a Denver party has apparently started the movement among out-of-town investors to see in the heights some sites of Federal Heights advantage which can be found in few other places. Just as soon as the weather moderates, it is expected that there will be a large number of sales and building activity in the heights will be strong.

A large force of men, principally masons, is at work in the excavation of the Kearns office building, on the west side of Main street, between First and Second South streets, where the heavy concrete foundations are nearing completion and the men are putting down the masonry bases in the center of the excavation for the reception of the heavy steel uprights which will shortly be rearing their tops above the high board fence that encloses the place. When completed, this will be the largest building in the city, and office buildings in the city.

Aside from the Paulson-Brunswick-Balke-Collerdeal deal in which the recorded papers placed the valuation at \$10, when in reality several hundred thousands of dollars' worth of property was involved, real estate transactions during the winter have been inconspicuous. There have been some small deals closed and inquiries have been fairly good, but the continued winter conditions have had a dulling effect upon the market generally. Tightness of money at the banks, and the result of several winter months' drain upon the accounts of small bank depositors, who have no regular incomes during the winter, is another reason for quietness in the smaller transactions. The stoppage of through business on the Salt Lake Route to Los Angeles is another cause given for dullness. Attributing it principally to this last cause, some of the restaurants and barber shops report their business has dropped off 50 per cent since the great washout. All together, these causes have kept real estate down for several weeks. But the prospect for a livelier market when the weather breaks and spring is ushered in were never better. One prominent dealer said today: "That on bright cold days like we had this week showed me how wrong it will be when spring comes; why, the people so crowded our office that we were unable to handle them." And this seems to be the feeling among the real estate offices of the city.

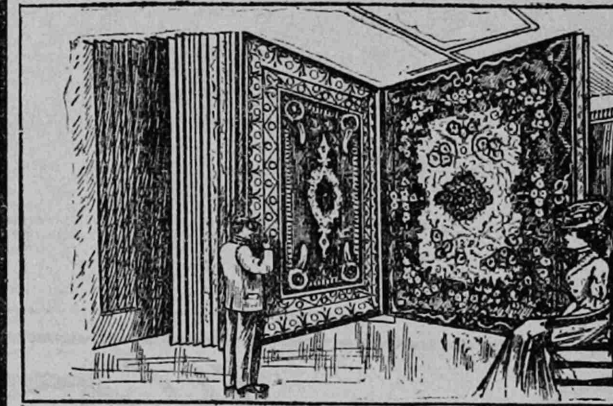
But while transactions have been limited, building operations throughout the city have been going on at a surprising rate. The work on the various large stores, office buildings, storage houses, apartment houses, cottages and houses, and the business section of the city and the residence district is numerously dotted with these half constructed buildings, has been progressing in spite of the weather and the dull market. When the winter is now going up are completed, Salt Lake will be much more of a metropolitan city than it was a year ago, and several millions of dollars' worth of property will be added to the city.

Few Salt Lakers have any idea of the amount of money that is today being put into building improvements in the city. The work on the various large stores, office buildings, storage houses, apartment houses, cottages and houses, and the business section of the city and the residence district is numerously dotted with these half constructed buildings, has been progressing in spite of the weather and the dull market. When the winter is now going up are completed, Salt Lake will be much more of a metropolitan city than it was a year ago, and several millions of dollars' worth of property will be added to the city.

The Utah Nat. bank to James A. Brown, part of section 14, township 1 north, range 2 west..... 600
Leo E. Woodruff et al. to Ed. J. McConnell, lot 15, block 2, Heath's Sub. 2,400
James B. Hillcock to Leonard A. Cannon, lots 15 and 16, plat 5, View City..... 1
Granite Invered to Anna L. Grant, lot 35, part of lot 36, block 4, Lincoln Park Sub. 2,500
John Mackay to Walter J. Murphy, part of section 34, township 1 south, range 1 west..... 10
John Mackay to Hazel Murphy, lot 1, part of section 34, township 1 south, range 1 west..... 1
Cannon Bros. Co. to May E. Cannon, part of lot 5, block 1, plat 5, Ellis Sub. and wife to Hyrum L. Giles, lot 11, block 19, plat 1..... 2,350
John E. Johnson to Walter J. Murphy, part of lot 4, block 20, plat 1..... 400
Utah-Idaho Sugar Co. to E. O. Howard, part of lot 1, block 19, plat 5, View City..... 250
H. F. O'Byrne and wife to Leonard A. Cannon, part of lots 14, 15, 16 and 17, East Bench subdivision 7,500
J. P. Paulson company to the Brunswick-Balke-Collerdeal company, part of lot 2, block 64, plat 1..... 1,000
L. B. Swanner to E. A. Rogers, part of lot 72, Liberty Park Ad. 700
Rachel B. Elmer to Minnie E. Buchanan, part of lot 33 and all of lot 34, block 2, Ehrlich's Sub. 1,060

Closing Out Sale of Carpets

On Monday morning we will commence to close out our entire line of carpets, including the very finest Wiltons, axminsters, velvets, tapestry and wood goods. We mean what we say that every yard must be closed out in order to make room for our large rug rack now in transit. Come in and see for yourself and make your selection. We will store them for you in our large warehouse until such a time when you want them laid.



All Carpets made and Laid Free. Standard Furniture Co. THE HOUSE OF QUALITY. 78 S. MAIN ST. JUST NORTH OF Z.C.M.I. All Carpets made and Laid Free.

Finest grade axminster carpet. Sell regular for \$1.35 \$2.25, close out at \$1.35
Fine Velvet Carpet, sell regular for \$2.35, close out at \$1.40
Regular \$1.40 Tapestry Carpet. Go now 90c
Regular \$1.20 Tapestry Carpet. Go now, 75c
All wool carpets, regular \$1.10 per yard, go now 75c

REAL ESTATE TRANSFERS.

The Utah Nat. bank to James A. Brown, part of section 14, township 1 north, range 2 west..... 600
Leo E. Woodruff et al. to Ed. J. McConnell, lot 15, block 2, Heath's Sub. 2,400
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BUILDING PERMITS.

Building permits were issued during the week as follows by A. B. Hirth: Home & Moyle, 123-124 east First South street, one-story brick garage.....\$10,000
Georgia L. Day, 25 west Second South street, two-story brick garage.....2,000
United Cigar Stores company, First South and Main street, alterations and additions.....6,000
South and Main street, alterations and additions.....20,000
A. Mortenson, corner lot 1, block 1, North street, three-room brick residence.....1,000
E. and W. J. Burton, 123-124 east First South street, one-story brick store.....5,000
East street, two-story brick dwelling.....3,000
Emma Nelson, 123-124 east First South street, one-story frame store.....2,000
Elizabeth C. Warhurst, 143 Lincoln street, addition to frame dwelling.....300
C. O. Brown, 23 Fourth East street, brick cottage.....2,000
W. M. Gossett, 369 Sherman avenue, addition and alterations.....7,000
E. E. Casady, 421 L street, six-room brick residence.....2,000
E. E. Casady, 421 L street, six-room brick residence.....2,000
C. C. Brown, 44 east Ninth South street, double brick residence.....3,000

NO DOUBT

There is no doubt but that the purchase of Preferred Stock in this company at \$1.00 per share, with

7% GUARANTEED 1/3 OF MORE THAN SAVINGS BANKS Payable Quarterly

Is the best investment you can possibly make. This is especially true if you are in any way dependent upon the earnings of your money. This company is safer than a bank. It has no liabilities.
Stock may be purchased in any quantity at the company's temporary offices, 223 West Temple, or at broker's office, John C. Cutler, Jr., Constitution building.
CALL OR WRITE.

Zion's Co-op Home Building & Real Estate Co.
GEO. E. ROMNEY, Pres. and Mgr.

Shipped Every-Where. ROYAL BREAD. This is Label on every loaf.

Always Eat Royal "Table Queen" Bread Purest and Freshest



5c Grocers

Attention of Ladies People's Cash Department Store

Are offering the latest styles in millinery at the lowest possible prices. Muslin Underwear pretty designs, LOWEST PRICES. 1-2 Block from Main. West First South.

NOTICE OF SALE OF UNCLAIMED FREIGHT. Notice is hereby given that on March 1st, 1910, beginning at 10 o'clock of said date, the undersigned will sell, at public auction, at Oregon Short Line R.R. Company's freight depot, located at corner of 1st South and 4th West, at Salt Lake City, the described property, for cash, hereafter to be properly, to be sold for purpose of realizing sufficient funds to pay freight and other charges and expenses, as provided for by law of the State of Utah, relative thereto, and the cost of advertising and sale; that is to say, one automobile, accrued freight charges \$26.20 and storage charges up to date of sale amounting to \$4.00, and the cost of advertising, and sale. Said automobile shipped by Leroy Snow, from Reno, Nev., consigned to Utah Automobile Co., Salt Lake City, Utah, and having been on hand unclaimed and refused for a period of more than three months sale is ordered.

REG. OF SHORT LINE R.R. CO. By J. L. CRAIG, Agent.

"ADAM"

The man of ordinary means cannot afford to buy plated silverware. Note the reason—

We will sell six each dinner fork, desert forks, desert spoons and tea spoons in solid silver "Adam" design for \$40.50 that contain \$19.80 in actual bullion value—This leaves the actual outlay \$20.70, (we will give \$19.80 for the bullion any time in ten years.) This investment of \$20.70 furnishes silver that lasts two or more generations.

The same number of pieces as above furnished in the best quadruple plate will cost \$14.25. This set has no intrinsic or bullion value and will wear out in a few years and be a total loss. Think this over, take a look at "Adam" and decide which is an investment and which is an expense.

Phone 65 for the Correct Time

